



Order / Rev: 701645  
 Alt Order #: 06248220  
 Flight Dates: 07/24/12 - 08/06/12

Advertiser: Nixon, J / D/ Governor  
 Product Desc: NIXON FOR GOVERNOR  
 Estimate: KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KSDK	07/25/12	07/31/12	M-F 5-6A 5-6a	CM	5-6A (5:00 AM-6:00 AM)	1:00	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	07/25/12	07/31/12	MTWTF--		3		\$750.00	0.00					
3	KSDK	07/25/12	07/31/12	M-F 6-7A 6-7a	CM	6-7A	1:00	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	07/25/12	07/31/12	MTWTF--		4		\$1,200.00	0.00					
4	KSDK	07/25/12	07/31/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	07/25/12	07/31/12	MTWTF--		1		\$1,200.00	0.00					
5	KSDK	07/25/12	07/31/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	1:00	3	\$1,275.00	P-2	0.00	NM	3	\$3,825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	07/25/12	07/31/12	MTWTF--		3		\$1,275.00	0.00					
6	KSDK	07/25/12	07/26/12	Tonight Show Tonight Show	CM	1035-1137p	1:00	3	\$410.00	P-2	0.00	NM	3	\$1,230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	07/25/12	07/31/12	--WT---		3		\$410.00	0.00					
7	KSDK	07/28/12	07/28/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	07/23/12	07/29/12	-----S-		1		\$600.00	0.00					
8	KSDK	07/28/12	07/28/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	07/23/12	07/29/12	-----S-		1		\$600.00	0.00					
9	KSDK	07/25/12	07/31/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	1:00	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	07/25/12	07/31/12	MTWTF--		3		\$1,200.00	0.00					
10	KSDK	07/25/12	07/31/12	M-F 5P News News Channel 5 at 5P	CM	528-530p Nightly NM (5:28 PM-5:30 PM)	1:00	2	\$1,650.00	P-2	0.00	NM	2	\$3,300.00
	**CNXL 1X													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	07/25/12	07/31/12	MTWTF--		2		\$1,650.00	0.00					
11	KSDK	07/25/12	07/27/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	07/23/12	07/29/12	--WT---		1		\$3,000.00	0.00					
12	KSDK	07/30/12	07/31/12	Olympics Late Fringe Olympics Late Fringe	CM	Olympics Late Frin11	1:00	2	\$1,800.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	07/25/12	07/31/12	11-----		2		\$1,800.00	0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	KSDK	07/25/12-07/31/12	Olympics Late Fringe		Olympics Late Fri	MT-----	:30	\$1,500.00	0.00	NM			
	2	KSDK	07/25/12-07/31/12	Olympics Late Fringe		Olympics Late Fri	MT-----	:30	\$1,500.00	0.00	NM			
13	KSDK	07/25/12	07/31/12	M-F 6-7A 6-7a	CM	6-7A	1:00	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	07/25/12	07/31/12	MTWTF--		3		\$600.00	0.00					
14	KSDK	07/25/12	07/31/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	1:00	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	07/25/12	07/31/12	MTWTF--		4		\$600.00	0.00					
15	KSDK	07/30/12	07/31/12	Olympics Prime Olympics Primetime	CM	7-11p	1:00	1	\$4,650.00	P-2	0.00	NM	1	\$4,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	KSDK	07/30/12	07/31/12	Olympics Prime Olympics Primetime	CM	7-11p	MT-----	:30	1	\$4,650.00	P-2	0.00	NM	1	\$4,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/25/12	07/31/12	MT-----		1				\$4,650.00		0.00			
16	KSDK	07/24/12	07/24/12	Tue Prime C LOVE IN THE WILD	CM	9-10P	-T-----	1:00	1	\$3,600.00	P-2	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	-T-----		1				\$3,600.00		0.00			
N17	KSDK	08/06/12	08/06/12	M-F 6-7A 6-7a	CM	6-7A	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	M-----		1				\$600.00		0.00			
Totals														36	\$43,755.00